

**THAT WHICH IS CLAIMED IS:**

1. A method of providing a customer-selected remote control feature package in a vehicle, the method comprising:

installing a universal remote control device  
5 in the vehicle, the universal remote control device comprising a controller and a wireless receiver cooperating therewith for permitting wireless enabling of the customer-selected remote control feature package from among a plurality of possible remote control  
10 feature packages;  
negotiating sale or lease of the vehicle with the customer and comprising  
offering the plurality of possible  
remote control feature packages to the customer,  
15 and  
accepting an order for the customer-selected remote control feature package from the customer; and  
wirelessly enabling the customer-selected  
20 remote control feature package for the universal remote control device.

2. A method according to Claim 1 further comprising delivering the vehicle to the customer after negotiating and prior to wirelessly enabling.

3. A method according to Claim 1 wherein installing is performed prior to negotiating.

4. A method according to Claim 1 wherein installing is performed after negotiating.

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5. A method according to Claim 1 wherein the plurality of possible remote control feature packages have respective different offering prices; and wherein the customer-selected remote control feature  
5 package has a negotiated price associated therewith.

6. A method according to Claim 5 wherein negotiating and wirelessly enabling are performed by respective different entities; and further comprising sharing revenue between the different entities and  
5 based on the negotiated price for the customer-selected remote control feature package.

7. A method according to Claim 5 further comprising providing the universal remote control device; wherein the installing, negotiating, and wirelessly enabling are provided by respective  
5 different entities; and further comprising sharing revenue between the different entities and based on the negotiating price for the customer-selected remote control feature package.

8. A method according to Claim 7 wherein the providing and wirelessly enabling are provided by a same entity.

9. A method according to Claim 1 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed after vehicle delivery to the vehicle dealer.

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11. A method according to Claim 1 wherein installing comprises installing the universal remote control device to perform at least one of security, remote keyless entry and remote engine starting features associated with respective customer-selected remote control feature packages.

13. A method according to Claim 12 wherein the universal remote control device comprises a GPS receiver for performing the vehicle position tracking.

15. A method according to Claim 1 wherein the vehicle comprises a data communication bus extending therethrough; and wherein installing comprises connecting the universal remote control device to the vehicle data communication bus.

16. A method of providing a customer-selected remote control feature package in a vehicle, the method comprising:

- providing a universal remote control device
- 5 comprising a controller and a wireless receiver cooperating therewith for permitting wireless enabling of the customer-selected remote control feature package from among a plurality of possible remote control feature packages;
- 10 installing the universal remote control device in the vehicle;
- negotiating sale or lease of the vehicle with the customer and comprising
- offering the plurality of possible
- 15 remote control feature packages to the customer, the plurality of possible remote control feature packages having respective different offering prices, and
- accepting an order for the customer-
- 20 selected remote control feature package from the customer, the customer-selected remote control feature package having a negotiated price associated therewith;
- wirelessly enabling the customer-selected
- 25 remote control package for the universal remote control device; and
- wherein providing, installing, negotiating and wirelessly enabling are performed by a plurality of different entities and further comprising sharing
- 30 revenue among the different entities based on the negotiated customer-selected remote control feature package.

17. A method according to Claim 16 further comprising delivering the vehicle to the customer after negotiating and prior to wirelessly enabling.

18. A method according to Claim 16 wherein installing is performed prior to negotiating.

19. A method according to Claim 16 wherein installing is performed after negotiating.

20. A method according to Claim 16 wherein the providing and wirelessly enabling are provided by a same entity.

21. A method according to Claim 16 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed after vehicle delivery to the vehicle dealer.

22. A method according to Claim 16 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed prior to vehicle delivery to the vehicle dealer.

23. A method according to Claim 16 wherein installing comprises installing the universal remote control device to perform at least one of security, remote keyless entry and remote engine starting  
5 features associated with respective customer-selected remote control feature packages.

24. A method according to Claim 23 wherein security comprises vehicle position tracking.

25. A method according to Claim 16 wherein the wireless receiver comprises a cellular radio

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receiver; and wherein the wirelessly enabling comprises using a cellular radio transmitter.

26. A method according to Claim 16 wherein the vehicle comprises a data communication bus extending therethrough; and wherein installing comprises connecting the universal remote control  
5 device to the vehicle data communication bus.

27. A system for providing a customer-selected remote control feature package in a vehicle, the system comprising:

a universal remote control device for  
5 installation in the vehicle, said universal remote control device comprising a controller and a wireless receiver cooperating therewith for permitting wireless enabling of the customer-selected remote control feature package from among a plurality of possible  
10 remote control feature packages; and

a customer-selected remote control feature package processing station for

receiving an order for the customer-selected remote control feature package,  
15 wirelessly enabling the customer-selected remote control package for the universal remote control device based upon the order, and sharing revenue among different entities based upon the customer-selected remote control  
20 feature package.

28. A system according to Claim 27 wherein said customer-selected remote control feature package

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processing station comprises an accounting database for sharing the revenue.

29. A system according to Claim 27 wherein said universal remote control device performs at least one of security, remote keyless entry and remote engine starting features associated with respective customer-  
5 selected remote control feature packages.

30. A system according to Claim 27 wherein said universal remote control device comprises a GPS receiver for performing vehicle position tracking.

31. A system according to Claim 27 wherein said wireless receiver comprises a cellular radio receiver; and wherein said processing station wirelessly enables the customer-selected remote control  
5 feature package using a cellular radio transmitter.

32. A system according to Claim 27 wherein the vehicle comprises a data communication bus extending therethrough; and wherein said universal remote control device interfaces to the vehicle data  
5 communication bus.

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